



Need a Strategic eCommerce Partner to Manage and Grow Your Online Business?

Learn How a Major Home Furnishings Retailer Utilized ITM Marketing and Increased Online Sales an average of 30% per year, year over year, from 2010 thru 2019

The Challenge

A national home furnishings retailer with 315 brick and mortar stores in 2010 needed to begin expanding their revenue channels as global online competition made it harder and harder to compete.

The company spent several years attempting to build their online revenue internally with modest progress. As a family owned and operated retailer their expertise was in traditional retail, not the world wide web.

The Solution

In 2010 the retailer made a decision to leverage ITM Marketing as a strategic eCommerce partner to manage and grow their online business. ITM went to work helping the client re-launch their online presence. The goal was to grow online revenue by optimizing the customer experience at every possible interaction. The solution was based on three principles:

1) Operate as a true extension of the retailer's sales and customer care management. This meant thoroughly understanding the values and culture of the client and duplicating those in an ITM location. ITM helped the client develop and document their internal processes, decision criteria for returns, refunds, payment methods, complaints, inventory, fulfillment and other 3rd party systems. We took the time necessary to calibrate every aspect of our environment to mirror the client and improve the processes wherever possible.

2) Leverage best practices and new technology to drive success in an already-competitive online market. ITM was able to provide inbound and outbound voice services, web chat and email management

on a unified and combined platform. Transitions from one channel to another channel were efficient and seamless to customers, and management analytics had to be accurate and real-time.

3) Assisting the client in expanding their product offering and customer engagement tool-set were key to remaining competitive long-term. As an example, ITM took the lead on the new service of Buy Online Pickup In Store (BOPIS).

“ITM Marketing has been a trusted and reliable business partner these past 10 years. They have been responsive, effective and honest, and they treat our customers just as we treat our customers. ITM really makes an effort to be a great partner helping us to optimize customer experience and increase revenues year over year.”

—LESA, CUSTOMER SERVICE RELATIONS DIRECTOR

A program designed to get more people into stores representing an opportunity to convert additional sales. In addition, ITM is constantly testing new processes and technologies for the client such as CRM, fulfillment software and ticketing software. This enables the client to remain focused on their core business while their ITM partner continues to drive and push the back-end forward.

The Results

Since 2010, ITM and the client have built a very strong relationship based on communication, trust and hard work. With these at the center of our partnership, the results followed:

- Online sales grew an average of 30% per year, year over year, from 2010 thru 2018.
- Online sales grew as a percentage of total sales from 0% in 2010 to 12.1% in 2018 (or \$78.4 million).
- Online revenues helped to enable store growth from 315 stores in 2010 to 433 stores by the end of 2018 — even when in-store revenues were declining. This was largely accomplished by special online offers driving in-store visits.
- Total revenues grew year over year from \$415M in 2010 to \$647M in 2018.

About ITM

Voice — Our blended environment allows us to handle programs of any size. From dedicated agents that handle a large volume of calls to blended agents for lower volume programs, we can build a solution that works for you.

Chat & E-mail — Our omnichannel environment is perfect to ensure your customers are assisted on any platform. Having multiple contact channels available means your customers get a consistent experience and you can focus on your core business.

Reporting & more — ITM provides real-time reporting, remote monitoring, quality control and other services to make our clients successful. When we succeed, you succeed.

www.itmmarketing.com